



139 LINDEN AVENUE
WESTBURY, NEW YORK 11590



T NELSON
BOX 1546
POUGHKEEPSIE N Y 12603



Be sure you
**REMEMBER
 EVERYTHING!**



Try this scientific

...POCKET-SIZE
**MEMO
 SYSTEM**

FREE 30-DAY TRIAL

THE CADDYLAK SYSTEM HAS PROVEN SO SUCCESSFUL THAT WE WANT YOU TO TRY OUR SYSTEM FREE FOR 30 DAYS

There is only one way you can determine whether the CaddyLak Pocket Memo System is right for you...you've got to try it for yourself.

We know you will have to use the set for a full 30 days to be sure it is working for you. That is why we say this is a **FREE TRIAL OFFER**. If at the end of 30 days you decide that CaddyLak is not exactly what you want, just return the set to us and you owe absolutely nothing. The trial is entirely at our expense.

You have nothing to lose and a great deal to gain by taking advantage of this offer.



CADDYLAK SYSTEMS, INC.

139 LINDEN AVENUE, WESTBURY, NEW YORK 11590

LIGHT
 SLIM
 and COMPACT



5-in-1
**EFFICIENCY
 SYSTEM**

**APPOINTMENT
 BOOK**

**FOLLOW-UP
 TICKLER SYSTEM**

EXPENSE RECORD

**DIARY and WORK
 RECORD**

**BUSINESS and
 SOCIAL SECRETARY**



**Be Sure
You Remember
Everything!**

**APPOINTMENTS • E
REPORTS • SOCIAL
NAMES • ADDRESS**

Busy People Work Better With This Caddy

CADDYLAK is an exceptionally personal planning aid. It is designed to help you accomplish more each day and appointments in a systematic action. CADDYLAK reminds you of what you must do at the time they should.

How To Use Your Caddy

The unit you carry with you contains virtually everything you need to work effectively. Your pocket case—valued at \$1.95—holds your monthly diary and pocket index—can accommodate business cards, identification, etc. The unit is remarkably light, compact, and convenient.

As you make your day-to-day notes you are in effect, planning ahead for yourself—without consulting a calendar.

The Finest Pocket Memo

Uncluttered Writing Area

No detail has been overlooked to make this the finest set you can own. The paper is lightly tinted, sight-saver paper that eliminates glare. There are only 21 rules on each page—spaced a full 1/4" apart so you can write in your normal handwriting. Pages are free of all printed columns and headings that interfere with your free flowing notes.

Diary size 3 1/2" x 6", lies flat, two pages for each day's notes. Each diary individually bound, dated and indexed. Black leather grain cover on each diary matches the black leather grain on the pocket case. Month and year embossed with gold leaf.

Pocket case holds your monthly diary and pocket index (for business cards, etc.) and a pencil. Pencil from pocket. All in one case and sewn.

**START YOUR SET
WITH ANY MONTH—AND
RECEIVE 12 CONSECUTIVE
MONTHLY DIARIES**
(SEE ORDER FORM ON BACK)

THE 5-IN-1 Reminder System

SYSTEM • EXPENSE RECORD • DIARY & WORK

On the go? Enjoy around-the-clock efficiency for less than

IN THE FIELD

When you leave the office, take your CADDYLAK with you. Everything you must do while away from the office is in your CADDYLAK—ready to be acted upon.

You know precisely who you will see and what you will do. As you meet clients, customers or friends, make your memos and notations "on the spot." You make the note while the situation is fresh in your mind—and you make it only once.



IN THE OFFICE

When you are in the office, place your CADDYLAK open on the desk. Because it contains 2 full pages for each day—you have as much writing area as many desk calendar pads when opened.

You will find that using your CADDYLAK for both your pocket system and your desk diary improves efficiency by keeping all your notes in one place. You then have only one schedule to refer to—only one schedule to follow.



AT HOME

At home, many of the things to do during the day are lost to memory. As you know, the best ideas for working are easy to forget. They occur while you are lost in thought. It is helpful to have a day's notes in your CADDYLAK "coming to you."

EXPENSES • FOLLOW-UPS
ENGAGEMENTS • MEETINGS
ES • PHONE NUMBERS

CaddyLak Pocket Memo System

effective work-organizer and
 ned to help the busy person like
 y by keeping memos, expenses
 way that encourages prompt
 automatically of all the things
 ld be done.

As A Day-To-Day Pocket Diary

ains effort to "be organized." There, in your
 work CADDYLAK, are all the things you
 which must do and the people you must see.
 Everything is planned and organized
 for you—on the exact days you had
 intended these things to be done! One
 entry does all the work for you. You
 merely make the note. CADDYLAK
 remembers it and reminds you of it
 automatically. It is much like having
 your personal secretary or assistant
 with you at all times.

Memo Set You Can Use

has 4 compart-
 business cards, pa-
 and gold mechani-
 Double loops keep
 snagging on your
 edges hand-turned

Thumb-Cut Index

The thumb index on each
 monthly diary is one of the
 reasons why the CaddyLak
 System works so well. The
 index provides you with an
 at-a-glance calendar for the
 month. Flip to the date you
 want fast.

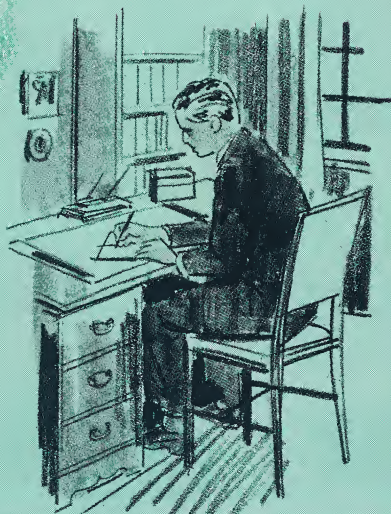


APPOINTMENT BOOK • FOLLOW-UP TICKLER
RECORD • BUSINESS & SOCIAL SECRETARY

6¢ a day!

HOME

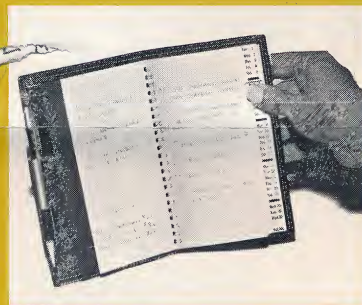
you may expand
 e notes you made
 day or jot down
 o for the next day.
 ow, some of your
 occur after the
 ay. So with your
 K at hand it's
 te them—just as
 and before they
 o you. It's also
 review the next
 ations in your
 K to see what's
 o."



Easy-to-use!

STEP 1

Slip current month's diary into
 pocket case. This slim unit is
 all you carry. Diary Size: 3½"
 x 6" closed. Weighs only a few
 ounces complete.

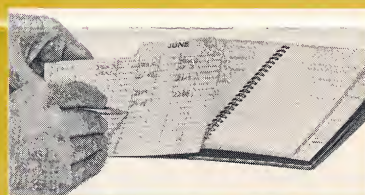
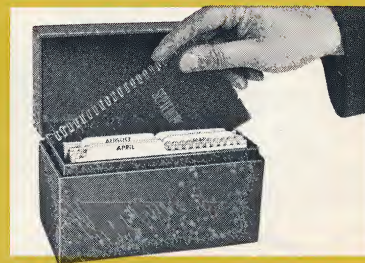


STEP 2

Makes notes of appointments,
 expenses and memos as they
 occur. Because your notes are now
 organized, you will be reminded of
 them automatically. Flip the pages to any date
 of the month and you see your complete
 schedule for that day.

STEP 3

At the end of a month, return your
 completed diary to the file chest
 and insert next month's diary in the
 pocket case. You are now working
 with a clean, fresh diary for the new month.

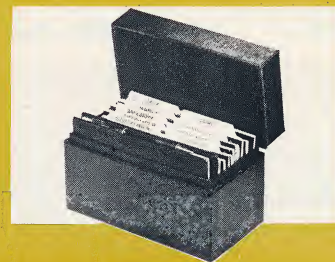


STEP 4

Record any facts you wish on the
 individual monthly summary
 cards which always remain in the
 file chest. Useful for summarizing
 expenses, earnings, sales, etc. Provides you
 with an at-a-glance view of the entire month.

STEP 5

At end of 12 months you have a
 permanent record, month-by-month,
 of your entire year's work. Without
 any additional filing or sorting you
 have a chronological record of every day of
 the year—whom you saw, what you spent, what
 you did. Invaluable when you wish to refresh
 your memory on some past event.



**Efficiency plus...
for less than 6¢ a day!**

Here's What You Get in the Caddylak® Prestige Set

- 12 Monthly Indexed Diaries
(Diary size: 3½" x 6" closed)
- 12 Monthly Summary Cards
- 1 300 Entry Phone-Address
Directory
- 1 Two-Year Calendar
- 1 File Chest
- 1 Genuine Pinseal-Goat
Leather Pocket Case with
Mechanical Gold Pencil



30 DAY FREE TRIAL ORDER FORM

Order your Caddylak Set today. Use it for 30 days. Test it thoroughly. If you are not completely satisfied, return it to us for a full refund. This is an unconditional free trial offer. You must be satisfied or it costs you absolutely nothing!



CADDYLAK SYSTEMS INC.
139 Linden Avenue
Westbury, New York 11590

Please enter my order for _____ Prestige Caddylak Pocket Memo Set(s) @ \$19.95 per set.

START SET(S) WITH MONTH OF _____

(Sets may start with any month you select and contain 12 consecutive monthly diaries.)

- | | |
|---|--|
| ☐ CHECK ENCLOSED
(Save postage, New York State residents add Sales Tax) | ☐ Charge Diners Club |
| ☐ Bill Company | ☐ Charge American Express |
| Card No. _____ | |

NAME _____

COMPANY (If needed) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

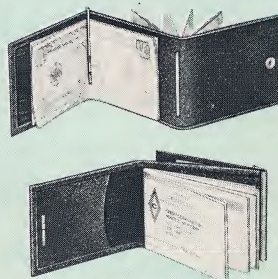
F.O.B. Westbury

**START YOUR SET
WITH ANY MONTH—AND
RECEIVE 12 CONSECUTIVE
MONTHLY DIARIES**

FOR EXAMPLE: A set ordered to start with the diary for August will contain 12 consecutive monthly diaries ending with the diary for July of the following year.

FREE WE WILL SEND YOU, AT NO COST, ONE \$8.95 MONEY CLIP/CREDIT CARD WALLET IN GENUINE PINSEAL-GOAT LEATHER, FOR EACH SET ORDERED. WALLETS ARE INDIVIDUALLY BOXED.

THIN! THIN! THIN! **MONEY CLIP CREDIT CARD WALLET**



Easily holds more than 12 credit cards, photos, or I.D. cards—in sturdy, transparent pockets. Has three additional pockets for credit card directories, licenses, etc. Very thin. All edges hand turned . . . all pockets fully lined.

**Executives in thousands of different
companies in countless industries
are using the CADDYLAK SYSTEM
today. It can work for you, too.**

Philip Morris • Helena Rubenstein • Lever Bros. • Clairol • International Minerals & Chemical Corp. • Equitable Life • U. S. Borax • B B D & O • Celanese Corp of America • I B M • E. I. Du Pont • Interstate Electronics • American Brake Shoe Co. • Holiday Inns • U. S. Government • Time Magazine • Ayerst Laboratories • Walt Disney Productions • McGraw Hill, Inc. • Eastman Kodak • National Distillers • Sears Roebuck • Standard Oil Co. of N.J. • Texas Gulf Sulphur • Hammond Valve Co. • NASA • Fairchild Publications • Mass. Mutual Life Ins. Co. • American Oil Co. • Mobil Oil Co. • Sun Chemical Corp. • Pepsi Cola • Southwestern Bell Telephone Co. • Proctor & Gamble • Hughes Aircraft • N. American Aviation • Continental Can Co. • Corning Glass • Monroe International • Allstate Insurance Co. • Good Humor Corp. • Brioschi, Inc. • Lily Tulip Co. • Sandoz Inc. • Bristol Myers • Petroleum Heat & Power Co. • Merck Chemical Div. • University of California • The Franklin Institute • The Kroger Co. • Sealtest Foods • Tasty Baking Co. • Mosler Safe Co. • ALCOA • U. S. Plywood Co. • Sperry Rand • Burlingame Assoc. • Union Carbide Corp. • Texas Instruments • Sprague Electric Co. • U. S. Envelope Co. • Monsanto Chemical Co. • U. S. Steel Corp.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN UNITED STATES

postage will be paid by

**CADDYLAK SYSTEMS, INC.
139 LINDEN AVENUE
WESTBURY, NEW YORK 11590**

FIRST CLASS

Permit No.

356

WESTBURY, N.Y.

815

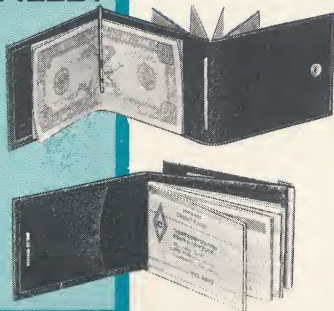
FREE

We will send you, at no cost, one \$8.95 Money Clip/Credit Card Wallet in genuine pinseal-goat leather, for each set ordered. Wallets are individually boxed.

THIN! THIN! THIN!

MONEY CLIP CREDIT CARD WALLET

Easily holds more than 12 credit cards, photos, or I.D. cards—in sturdy, transparent pockets. Has three additional pockets for credit card directories, licenses, etc. Very thin. All edges hand turned . . . all pockets fully lined.



CADDYLAK *Prestige*

POCKET MEMO SYSTEM

30 DAY FREE TRIAL ORDER FORM

You must be completely satisfied or merchandise can be returned for full refund.



Please enter my order for _____ Prestige Caddylak Pocket Memo Set(s) @ \$19.95 per set.

START SET(S) WITH MONTH OF _____

(Sets may start with any month you select and contain 12 consecutive monthly diaries.)

- ☐ CHECK ENCLOSED
(Save postage, New York State residents add Sales Tax)
- ☐ Bill Company

- ☐ Charge Diners Club
☐ Charge American Express

Card No. _____

NAME _____

COMPANY (if needed) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

F.O.B. Westbury



CADDYLAK SYSTEMS INC. 139 LINDEN AVE., WESTBURY, N. Y. 11590



SYSTEM MEMO POCKET CADDYLAK®

USERS OF THE

A FEW TESTIMONIAL LETTERS FROM SATISFIED

Union Oil Company of California

330 DILLINGHAM BLDG. HONOLULU, HAWAII 96813
P. O. BOX 659
HONOLULU 96809

April 13, 1967

CaddyLak Systems, Inc.
139 Linden Avenue
Westbury, New York 11590

Gentlemen:

We are in our fourth year of using the CaddyLak Pocket System, and our Retail Supervisors consider it an indispensable time organizer, "do list" and record.

With things happening as rapidly as they do, and with the certain prospect of their happening continually faster, the Pocket Memo provides a perfect means of recording items to be accomplished. It enables prompt meeting of commitments, avoids possible oversights, and reduces procrastination.

It is a great record, by date and time, of matters handled and an excellent source of personal expense data.

We have been entirely happy with your services.

Very truly yours,

G. D. Gedge
Sales Manager, Commercial

DIEBOLD

INCORPORATED
CANTON, OHIO 44702

DIEBOLD OF CANADA, LTD., TORONTO
SUITE 1-28
1222 N. MAIN
SAN ANTONIO
TEXAS 78212

BANK PROTECTION EQUIPMENT • OFFICE EQUIPMENT & BUSINESS SYSTEMS • INSURANCE
Over 100 Years of Leadership
CABLE: DIEBOLD • TWX: CKOI • TELEPHONE: 41

CaddyLak Systems, Inc.
139 Linden Ave.
Westbury, New York 11590

February 27, 1967

Gentlemen:

I have been using your CaddyLak Pocket Memo System for three years and find it to be the best system available for this purpose.

The feature I like most are the visible date index tabs. With these visible tabs I can easily and quickly locate a future date within the month to note an appointment, etc., and it is also helpful in referring to notes made on previous dates.

I have recommended your system to all of our salesmen as I feel it will help them plan and organize their work.

Sincerely,

Robert C. Meek
Robert C. Meek
Branch-Sales Manager

CORNING GLASS WORKS
CORNING
500 SOUTH MAIN STREET
ORANGE, CALIF. 92668

Mr. M. Surrey
CaddyLak Systems, Inc.
139 Linden Ave.
Westbury, New York

March 15, 1967

Dear Mr. Surrey:

Thank you for your letter of February 21 regarding my evaluation of your Pocket Memo System.

I can only answer "yes" to the several questions you asked. Without any doubt, your system has been a great help to me not only in my business, but as a personal reference and guide.

I have recommended CaddyLak to several people, and would certainly enjoy continuing to do so in the future.

Sincerely,

K. Schulman
K. Schulman
Specialty Sales



CADDYLAK SYSTEMS, INC.
139 Linden Avenue
Westbury, New York 11590

RADIO CORPORATION OF AMERICA
ELECTRONIC DATA PROCESSING
CAMDEN, NEW JERSEY 08101



REPLY TO:
EXECUTIVE OFFICE BUILDING
908-910 SOUTH BRONOUGH STREET
TALLAHASSEE, FLORIDA

March 30, 1967

Mr. M. Surrey, President
Caddylak Systems, Inc.
139 Linden Avenue
Westbury, New York 11590

Dear Mr. Surrey:

Just a note to express my satisfaction in the Caddylak Pocket Memo System that I ordered a few months ago.

During the past several years, I have tried many methods of keeping track of appointments, notes on conferences, etc., and none of these have proved fully satisfactory. I am pleased to say that your pocket memo system provides all the benefits that I have been looking for for so long.

I thought you would appreciate a note from someone who has found satisfaction in your product.

Yours very truly,

C. E. Welch
C. E. Welch
Sales Representative

CEW/jh

SOUTHWESTERN BELL TELEPHONE COMPANY

820 BROADWAY

HANNIBAL, MISSOURI

AREA CODE 314
ACADENY 1-9800

ROY W. GALLAGHER, JR.
MANAGER

February 28, 1967

Mr. M. Surrey, President
Caddylak Systems, Inc.
139 Linden Avenue
Westbury, New York

Dear Mr. Surrey:

When I was first appointed Local Manager for Southwestern Bell Telephone Company it appeared that I had more things to do than there were hours in the day and more things to remember than I had room for in the memory portion of my brain. It was just about this time that my Stenographer, Mrs. Roselle, who had seen a number of previous managers suffering from the same malady, introduced me to the Caddylak System.

Your system has saved me valuable time by helping me to organize my day, which is sometimes spread over 10 hours and eight separate towns.

I wish to thank you for the excellent service your company has given me, and I wish to recommend the Caddylak System to each and every poor lost soul that finds himself wasting precious minutes during his working day.

Very truly yours,

Roy W. Gallagher
Manager

MONROE

MONROE INTERNATIONAL, INC., A DIVISION OF LITTON INDUSTRIES • 608 OXFORD ST. • FORT WAYNE, IND. 46806 • (219) 744-3040

February 24, 1967

Mr. M. Surrey, President
Caddylak Systems, Inc.
Westbury, New York

Dear Mr. Surrey:

Having been in the selling game for thirty years, I have used many systems for keeping track of "Things to Do".

For the last two or three years I have used the Caddylak Pocket Memo System and find it to be the best yet.

I believe tis size is the best feature; small enough to fit comfortably in my pocket, yet large enough not to be lost easily. It also contains ample writing area for all of my notes.

Yours truly,

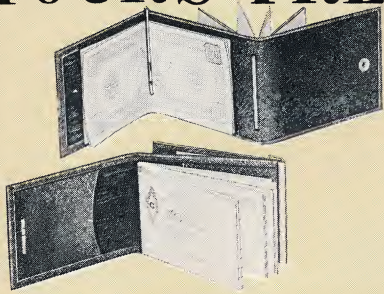
F. W. Herdrich
F. W. Herdrich
Branch Manager

FWH:mh

MORE



YOURS FREE



THIS LUXURIOUS NATIONALLY ADVERTISED PINSEAL-GOAT GENUINE LEATHER

\$8.95 MONEY CLIP • CREDIT CARD WALLET

Sturdy, transparent, fold out pockets hold more than a dozen credit cards, photos, ID cards. Three additional pockets for credit card directories, licenses, business cards. Separate folding money compartment — secured by

tough tension clip. Insert and remove bills quickly and easily. Very thin. Finest leather throughout. All edges hand-turned, all pockets fully lined. A fine hand-crafted item you'll be proud to own or give as a gift.

Just for trying — AT OUR RISK — time-saving

CADDYLAK® *Prestige*
POCKET MEMO SYSTEM

*that automatically plans and organizes your busy day . . .
lets you know everything when you need to know it . . . helps you accomplish more
in less time than you ever thought possible.*



Dear Executive:

Why do we make this unusual offer?

Frankly, because we want you to see for yourself how this scientifically designed POCKET MEMO SYSTEM - featured editorially as a top executive system by ESQUIRE MAGAZINE - helps more than 20,000 busy executives like you to save valuable time, work more effectively and more efficiently than ever before.

What would it be worth to you to have a magic memory overnight - remember every appointment, expense, follow-up, report, social engagement, meeting, name, address, phone number, vital fact and figure - everything you need to know when you need to know it?

This valuable system does all this and more - tells you in seconds what you have to do every day...reminds you who you saw, what you did, how much you spent every day of the month...and who to see, what to do in the days and weeks ahead. It replaces all the miscellaneous scraps of paper, those easy-to-lose notes and memos you write yourself at home or in the field - and in the office it opens flat to take the place of inefficient office calendar pads that clutter up your desk.

But that's just the beginning! This 5-in-1 efficiency system is an Appointment Book...a Follow-up Tickler System...an Expense Record...a Diary and Work Record...a Business and Social Secretary all in one. Heart of the system is a series of 12 monthly diaries, each indexed for every day, with the month printed in luxurious gold leaf on its handsome black cover. Each diary slips into a rich black leather pocket case complete with a fine gold mechanical pencil for making notes, and 4 compartments for important business cards, papers, etc. The complete unit including a monthly diary is slim, compact, lightweight, fits easily in your pocket.

(over please)

It's just like having a valued assistant by your side 24 hours a day - at home, in the office, in the field, wherever you go. With Caddylak Pocket Memo System proving so helpful to so many executives, no wonder we receive testimonials like these nearly every day:

"Of tremendous value in planning my work. Certainly helps save time planning the weekly and daily schedules we work by."

---William C. Burkhardt, Mgr., Continental Baking Company

"An indispensable time organizer, 'do list', and record."

---G. D. Gedge, Sales Manager, Union Oil Company
of California

"Several people here make daily use of the system including the Secretary-Treasurer, the Sales Manager, our top salesmen and myself. Frankly, I would be lost without it."

---Silas King, President, Flightcraft, Inc.

Prove It To Yourself at OUR RISK!

Your Caddylak Pocket Memo Set starts with the diary for any month you select, and contains 12 consecutive monthly diaries. For example, if you order a set to start with October, it will end with the diary for September of the following year. With your diaries you receive 12 monthly summary cards...a 300-entry phone-address directory...a 2-year calendar...a genuine pinseal-goat leather pocket case with mechanical lifetime gold pencil...and a handsome hinged reference chest which looks attractive on your desk - holds 12 diaries, a full year's records at your fingertips.

We're convinced that once you use the Caddylak Pocket Memo System you won't ever want to be without it again. But don't take our word for it. Prove to yourself how much better it organizes your life...how much more you accomplish every day...how much easier and more enjoyable your job becomes - without risking a penny!

FREE
TRIAL!

Send for Caddylak Pocket Memo system on the enclosed postpaid card. When it arrives, use it...work with it...discover how valuable it can be - FREE for 30 days. You must be completely satisfied, or just return the set - pay nothing, owe nothing.

FREE
GIFT!

As your gift for trying Caddylak Pocket-Memo System, we will send you ABSOLUTELY FREE our nationally advertised \$8.95 Genuine Pinseal-Goat Leather Money-Clip-Credit Card Wallet if you mail your FREE Trial Order now. This fine hand-crafted item, softer than even the most expensive Morocco, is the perfect complement for your Pocket-Memo System. So mail your Trial Order on the enclosed postpaid reply card TODAY - while it's still handy. You have everything to gain, nothing to lose.

Sincerely yours,

S. Watts
S. Watts

P.S. If you want to give Caddylak Prestige Sets as gifts, order now and we will send you a FREE \$8.95 Money Clip-Credit Card Wallet for each set ordered. The wallets are individually boxed - you get 2 deluxe gifts for the price of one. Both wallets and Caddylak Prestige sets make handsome gifts in their own right.



CADDYLAK SYSTEMS INC., 139 LINDEN AVENUE, WESTBURY, N.Y. 11590